

descending from the arena proves that contrary to the developed stereotype, this business isn't as simple as it seems at first sight at all. And as any business it demands the careful and thought-over approach.

INSTITUTIONAL MECHANISMS OF THE MANAGEMENT OF SUMY REGIONAL ORGANIZATION ALL-UKRAINIAN SPORTS SOCIETY "KOLOS" AIC UKRAINE

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Modern modernization of administrative national and public institutions requires a systematic approach to improve physical culture and sports in Ukraine. According to the Concept of the National Target Program on development of physical culture and sports for 2012-2016, the demographic crisis that is predetermined by decrease in the number of Ukraine's population from 52.2 million in 1992 to 45.6 million in 2012, and general deterioration of health status are the primary factors which lead to a reduction in the number of persons who may be engaged in mass sports, sports for all and top sports achievements, particularly in rural areas.

Today Ukrainian village is in a state of deep progressive demographic crisis. Socio-cultural and living conditions of a large part of farmers do not meet modern requirements of human habitation. Villagers don't have the opportunity to use most of the achievements of culture and life. Due to the excess of deaths over births, reduction of life length of villagers and mass migration from rural areas to cities, reduction of the rural population occurs. The aging of farmers, depopulation of villages and constant decrease in rural population are the main concerns. Almost a quarter of rural settlements are declining and dying. In general over 80% of all rural settlements suffer from depopulation. As a result, large villages become medium, medium villages become smaller, and smaller ones become small, long called "no-prospect". In Sumy, Chernigov, Zhitomir and other regions the vast majority of villages are settled mostly by elderly people, there are no births of children for years. So, in essence, the main productive force of village is under degradation.

The sphere of physical culture and sports in rural Ukraine is going through difficult times because labor is much reduced, there have been negative quantitative and qualitative changes in their structure. Great migration of young people from the villages of Sumy region took place in 1989-1990, and the situation began to repeat in 2002-2003 and continues to this day.

Reduction of youth in villages led to progressive crisis in the sphere of physical culture and sport of Sumy region. There are almost no competitions among rural sports athletes, a number of sports schools were closed, number of trainers has

reduced. Currently, the regional organization "Kolos" is a place of work for 77 coaches, 27 full-time instructors in village councils, 15 heads of the district organization (total 140 staff members (in 2009 - 161 staff members)). There are 364 playgrounds and soccer fields, 7 stadiums, 2 shooting ranges, 1 ski base that need modern equipment, repair and should be serviced properly.

The attitude of scholars and functionaries to the problems of the rural population and people living in small towns and villages is caused by inadequacy of modernity and a considerable lag of international standards of resource support in the sphere of physical culture and sports in rural areas, namely: institutional, human, scientific, methodological, financial, logistics and information. It is characterized by a number of factors related to the crisis in the sphere of physical culture in the village:

- inadequacy of rural services provided to rural population by organizations of physical culture and sports in the community, and in public places of recreation of rural population;
- low resource support of children and youth and sports reserve;
- lack of modern sports infrastructure necessary to meet the needs of the rural population in daily physical education and sport;
- imperfection of the legal and economic mechanism of state policy in the sphere of physical culture and sport, weak inter-agency coordination and cooperation of public authorities and local governments.

Based on the factors above system analysis showed that the given science and system events in our country develop to the organizational management structure at all levels and are presented by the following subjects:

- At the state level - the Ministry of Youth and Sports of Ukraine, Ministry of agriculture of Ukraine, the National Olympic Committee of Ukraine, All-Ukrainian Sports Society "Kolos" AIC Ukraine;
- At the regional level - regional organizations All-Ukrainian Sports Society "Kolos" AIC Ukraine;
- At the local level - regional organizations of All-Ukrainian Sports Society "Kolos" AIC Ukraine, inter-farm sports and recreational sports clubs, youth sports school.

Physical Culture and Sports significantly contribute to solving important social problems of rural workers, where the following most important areas of their performance can be distinguished:

- increase in national income by reducing morbidity, disability, mortality in working age, extension of the period of employment of the population;
- reduction in the cost of treatment due to lower incidence and increase in productivity;
- healing psychological climate among colleagues at work places;
- prevention of alcoholism and alcohol abuse, reduce in migration of rural youth to the cities.

In a market economy one of the pressing issues for the heads at the state and regional levels is the formation of the institutional mechanism of management able to

ensure the effectiveness of management and competitiveness of sports organizations.

The results of the survey indicates that 97% of heads of regional branches and regional management staff employees of the Company "Kolos" focus on short financing of mass sports and fitness activities, business trips of athletes to the race, updating and replenishment of logistics base, purchase of sports equipment and equipment.

The research and findings indicate that modern managers of sports facilities for quality control of all sections of their organization, despite the lack of financial support, should pay more attention to scientific and methodological support of these activities.

All the heads of regional organizations company "Kolos" should highlight in media its core sports events and health events, promote their sports organizations using marketing technology to make more potential customers aware of their physical training and sports and recreational services.

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MARKENBILDUNG BEI DER FÖRDERUNG VON DIENSTLEISTUNGEN IN DER HOTELLERIE

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Die Wettbewerbsintensität zwischen den Unternehmen der Hotellerie zwingt sie zur Suche nach wirksamen Instrumenten und Wegen für die Erreichung der Wettbewerbsvorteile, die dem Unternehmen eine klare Positionierung auf dem Markt touristischen und Dienstleistungen ermöglichen.

In den heutigen Marktbedingungen der Hoteldienstleistungen sind hachhaltige Wettbewerbsvorteile als aus Kundensicht qualitativ hochwertige Unterschiede